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Effect of Celebrity Endorsement on Consumer Based Brand Equity: Toothpaste Industry

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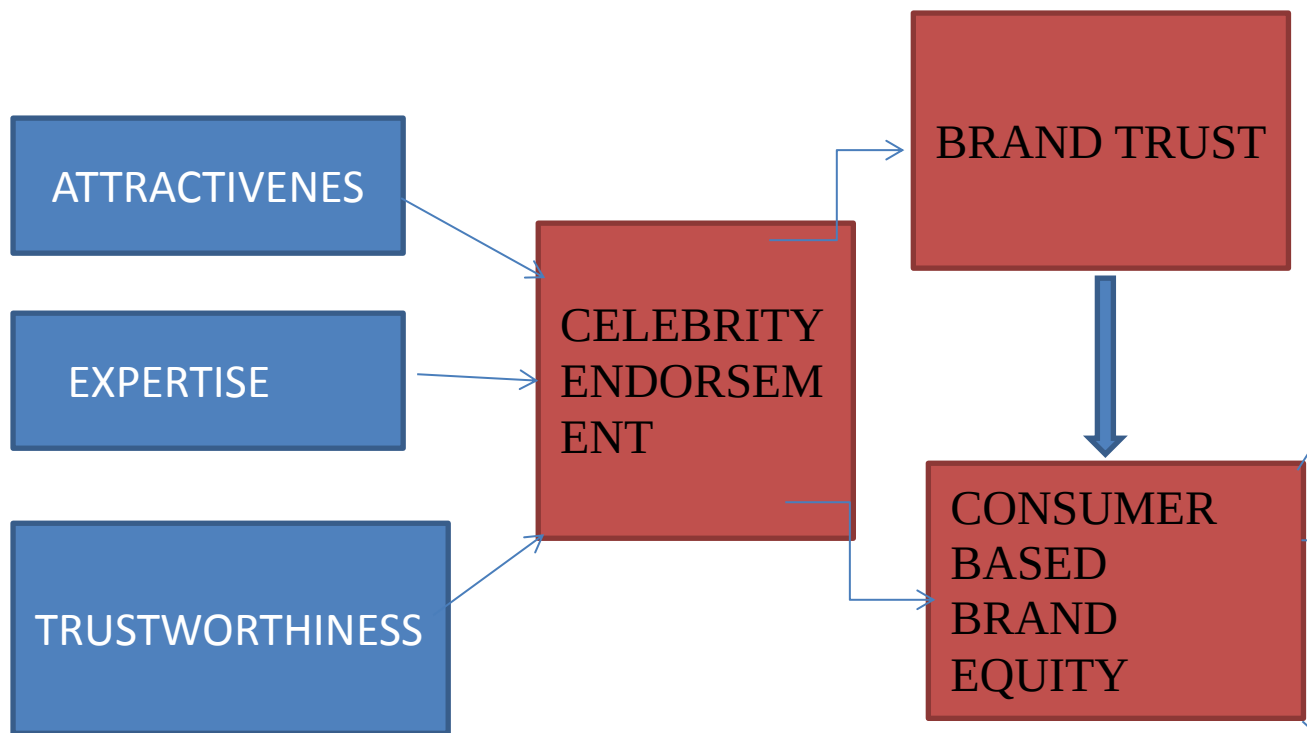
2.ABSTRACT

Purpose – This research aims to examine the impact of celebrity credibility on consumer-based equity of the endorsed brand. The endorser credibility-brand equity relationship was developed using associative learning principles whereas the brand signalling theory is applied to examine the mediating role of brand credibility.

Design/methodology/approach – The conceptual framework was tested using literatures. Data were collected using a mall-intercept approach at a shopping centre from a sample of consumers in a metropolitan Indian city. The data were analysed using statistical models and theories.

Findings – Results suggest celebrity brand endorsement doesn't create an impact on the consumer based brand equity. Considering the factors of age and gender under different circumstances, celebrity endorsement doesn't add up to any of the four dimensions of consumer based brand equity.

Practical implications – In support of past findings, the present study shows that a celebrity endorser is not at all a decision making factor for a consumer to choose a toothpaste product. He/she is more aware of his/her respective needs and wants, and companies cannot boost their product's demand through celebrity endorsement in a matter of enhancing their brand equity.



CONCEPTUALIZED FRAMEWORK

3.INTRODUCTION

Every Advertisement aims to create awareness and arouse interest in the minds of customers. To do so advertisers employ several of marketing techniques. Celebrity Endorsement is one of these power tools by which advertisers try to leverage the image and identification of the celebrity to promote a product or company (Atkin & Block, 1983). This not only makes the advertisement lively, attractive, interesting, but attention getting as well (Ohanian 1991, Kamins 1990). So happens because audience takes the celebrity as a role model and in turn

these celebrities impact their lives. Celebrity endorsement has been in application from a long time (Kaikati 1987), in fact not too late when advertisement techniques were taking on new forms because advertisers realized soon that by using publicly renowned personalities in advertisements they will be able to align brands personalities with that of the celebrity's. It's noteworthy that not all the celebrities prove to be successful endorsers, thus making the selection process more difficult (Giffin 1967). That is why advertisers go for a careful selection of celebrities because if any micro aspect may go wrong in celebrity endorsement selection process, whole of the celebrity endorsed advertisement campaign may collapse. This will ultimately show brand the way back to pavilion (Kaikati 1987, Till and Shimp 1995). Advertisers try to hire such celebrities for endorsement who are not only attractive (Baker and Churchill Jr 1977) but credible as well (Sternthal, Dholakia et al. 1978). Together these aspects cast a comprehensive impact upon the customers, as most of the customers prefer those celebrities who are credible and trustworthy, some like those who are attractive and posses charming physical features, and some look for and consider both of these dimensions. Additionally advertisers also look for a proper (or at least some) match between the celebrity's personality and product's attributes. This match-up also proves to be successful because the congruence of features from the celebrity and the product targets the senses of the customer more positively and leads to the development of favourable perceptions about the brand

Nowadays, many companies spent billions of dollars per year on celebrity endorsement to create the good or positive awareness their products and brands. Essential objective of celebrity endorsement is to achieve a favorable impact on brand image. Firms believing that the power of a brand lies in the mind of existing or potential customers and what they

have experienced directly or indirectly about the brand, adopt strategic brand management approach, using celebrity endorsement.

4.LITERATURE REVIEW

4.1 Toothpaste industry in India

Earlier in India oral hygiene was the domain of local homemade ayurvedic powders or natural herbs. The history of toothpaste in India can be traced back in year 1975. Now the awareness regarding the oral hygiene in the Indian society has increased with different brands of toothpaste.

In India, oral care market offers huge potentials as penetration and per capita consumption of oral care products is very low. However, rising per capita income and increasing awareness is driving demand of oral care products. Consumers have started switching to value added toothpaste like gels, mouth washes and teeth whitening products. In rural areas, consumers are switching from tooth powders to toothpaste.

Industry overview

- Total market of 800 cores (approx)
- Growth rate of 18.6%
- Per capita usage of mere 85gms per person.

Marketing tends to take on new and unique ways of advertising as advertisers are exploring different ways to make the advertisements effective and influential as well. Celebrity

endorsement is one of these. The advertisers know it very well that the positive image that the celebrities cast on the audience is can make the message in the advertisement more persuasive (CHOI and Rifon 2007). According to (Schlecht 2003) term ‘celebrity’ can be defined as, ”Celebrities are people who enjoy public recognition by a large share of certain Group of people.” And the term ‘Celebrity endorsement’ as defined by McCracken:

“Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement?”(McCracken 1989)

Advertisers go for celebrity endorsement because of its greater benefits and immense possible influence. There are certain potential advantages of celebrity endorsement, celebrities endorsed advertisements draw more attention as compared to those of non-celebrity ones, helps the company in re-positioning its product/brand and finally empowers the company when it’s new in the market or plans to go global. However celebrity endorsement doesn’t hold sole key to success. It also presents the company with potential hazards. These might include, overshadowing, overexposure, and controversy (Erdogan 1999). A number of models have been presented on celebrity endorsement explaining its mode of application. Some of the renowned models include The Source Models (The Source Attractiveness Model, The Source Credibility Model), The Product Match-up Hypothesis and The Meaning Transfer Model and The Elaboration Likelihood Model.

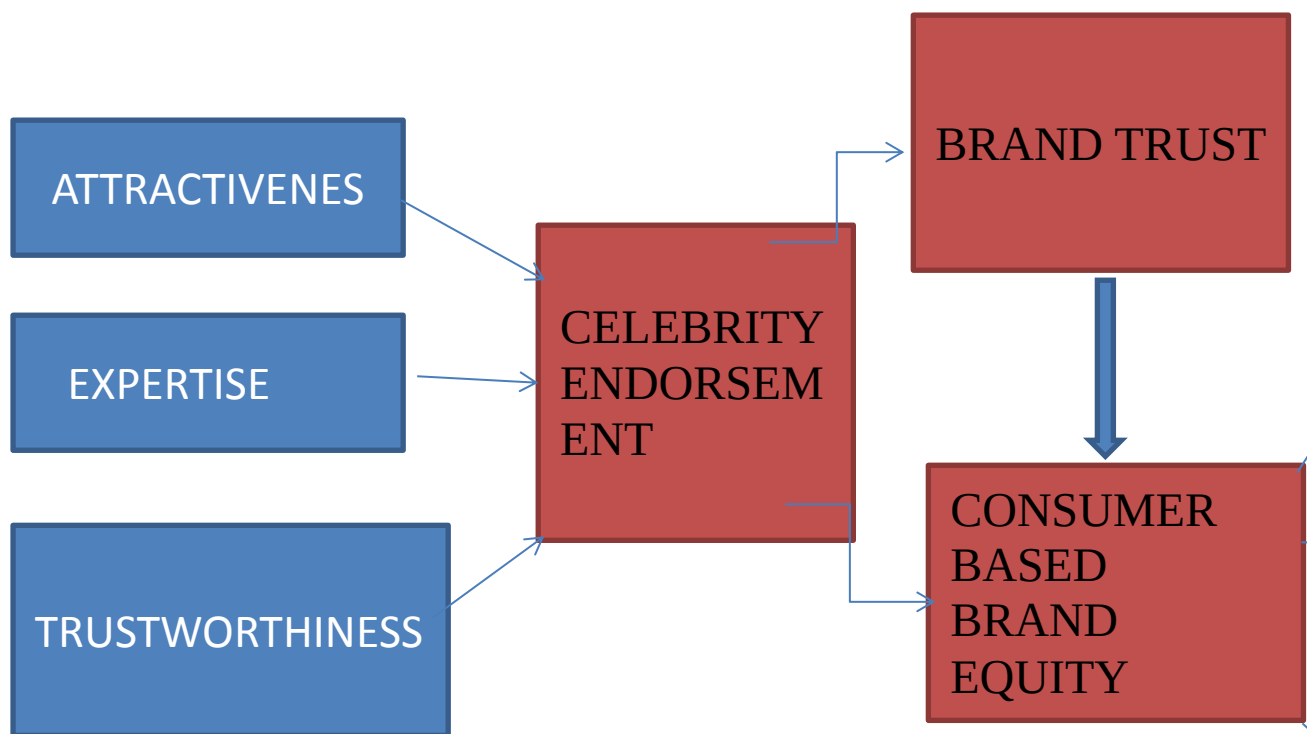
4.2 Consumer based brand equity

Brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well known name, as consumers believe that a product with a well-known name is better than products with less well-known names

Elements that can be included in the valuation of brand equity include (but not limited to) : changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers' perceptions of quality, brand trustworthiness and other relevant brand values.

Consumers' knowledge about a brand also governs how manufacturers and advertisers market the brand. Brand equity is created through strategic investments in communication channels and market education and appreciates through economic growth in profit margins, market share, prestige value, and critical associations.

Brand equity is strategically crucial, but famously difficult to quantify. From consumer's view point brand equity refers to "the incremental value which is added by brand name to a product". Consumer based Brand Equity contains four dimensions i.e. Brand associations; apparent quality and brand loyalty are labeled important. Brand awareness refers to the strength of a brand's presence in a consumer's mind. Perceived quality refers to a consumer's subjective assessment of brand. Finally, brand loyalty is approached from an attitudinal loyalty perspective because consumer-based brand equity is based on consumer perceptions, rather than actual behavior. Brand equity which is based on customer is existed in many dimensions such as brand quality, brand association and brand loyalty. Constructing brand equity is thought to be an important part of building the brand. From the perspective of consumer the first three dimensions (i.e. brand association, perceived quality and brand loyalty) are important. have mentioned the brand equity dimensions are these four. In present times this approach is being followed and brand equity so is defined" the value associated with the consumer with brand as shown in four dimensions such as brand associations, brand loyalty, perceived quality. Though brand trust can be seen as a logical influence in the use of brand extension and also in the evaluation process of brand.



4.3 CONCEPTUALIZED FRAMEWORK

5. RESEARCH METHODOLOGY

An effort is made to identify the impact of celebrity endorsement on brand trust and consumer based brand equity. A questionnaire was formed as a data collection instrument. A sample size of 100 responses was collected randomly from a metropolitan mall. The data obtained were studied and analyzed through SPSS 20 through the cause effect relationships

between celebrity endorsers and various other dimensions with its effect on consumers perception towards the brand.

6. OBJECTIVES OF STUDY

- To understand the consumer based brand equity with demographic aspect considering age and gender of the respondents.
- To address the attractiveness and trustworthiness of a toothpaste brand with respect to celebrity endorsement.
- To identify the relationship between celebrity endorsement and brand equity.
- To understand the impact of celebrity endorsement on the toothpaste

7. LIMITATIONS OF STUDY

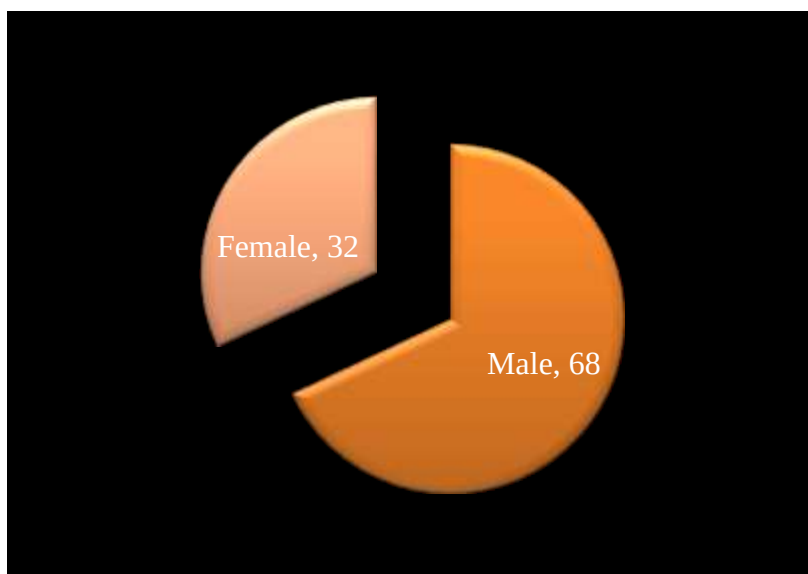
- Random Sampling
- Geographical Dimensions
- Psycographical Factors

- Limited Demographical Factors
- Brand Loyalty = Brand Switching

8. DATA ANALYSIS

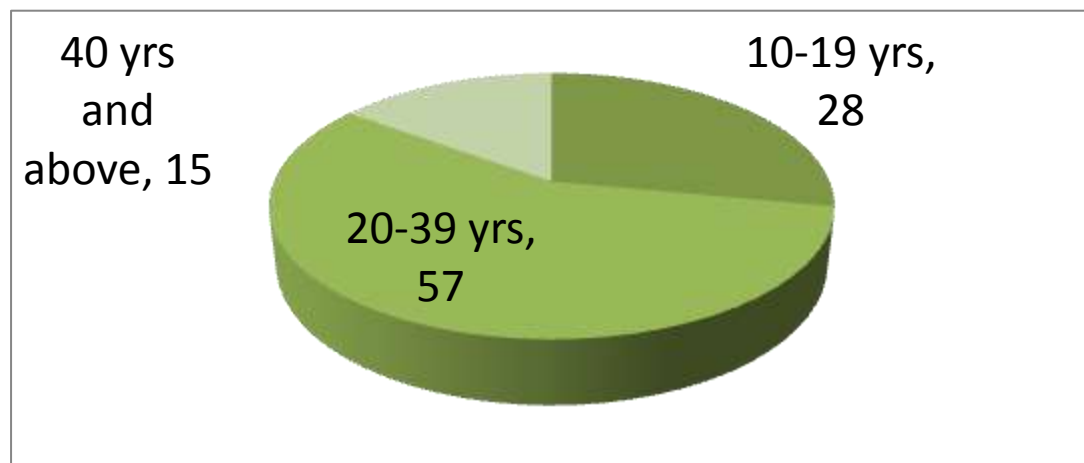
FINDINGS AND INTERPRETATION

8.1 GENDER



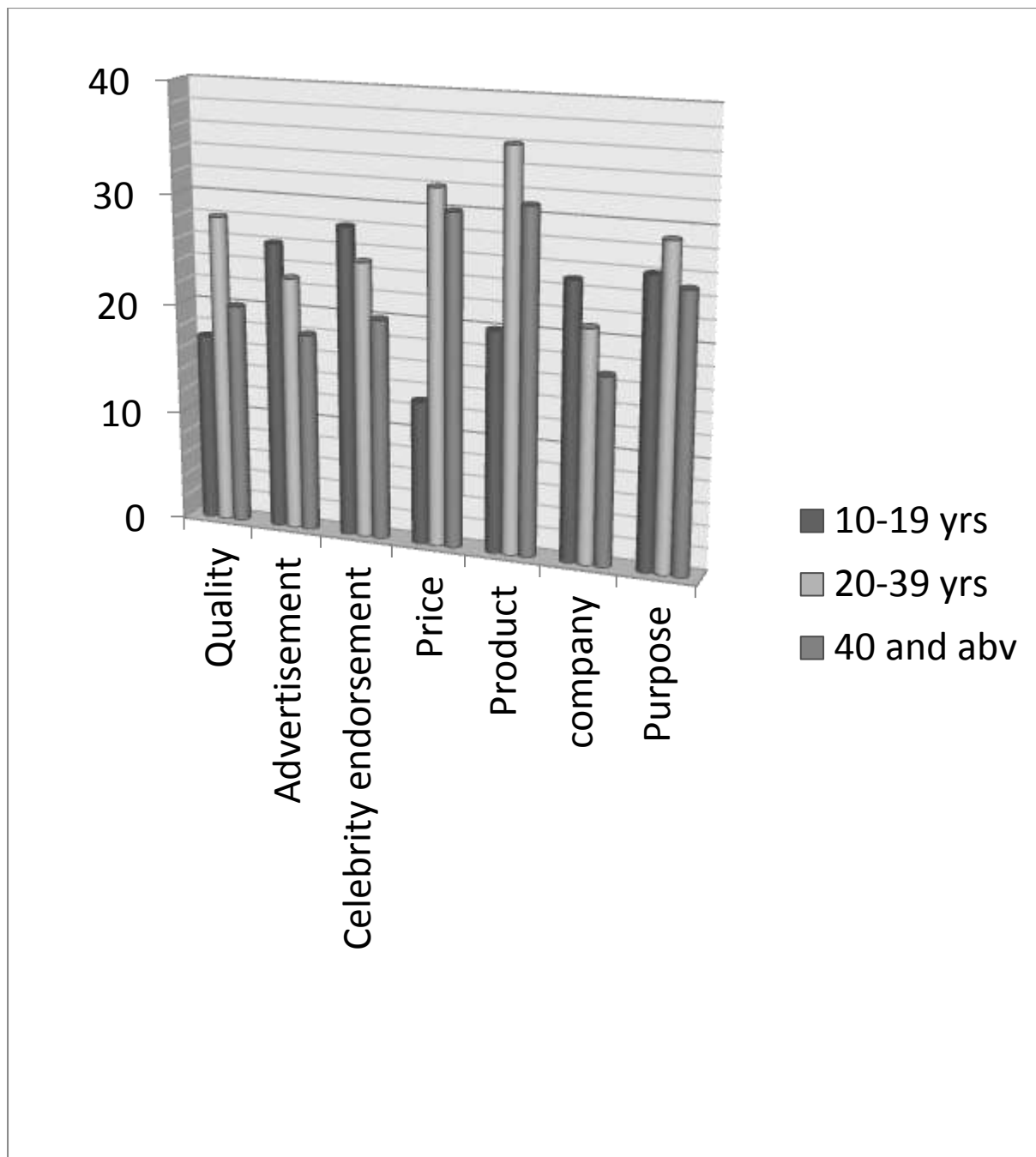
MALE	68
FEMALE	32

8.2 AGE GROUP



10-19	28
20-39	57
40>	15

8.3 RANKING ELEMENTS OF PREFERENCE



When asked to rank components on the basis of the which the respondents prefer usage of toothpaste the following results were obtained:- product is ranked first as per 80 respondents feedback followed by 75 people going for price of toothpaste, at the third fourth and fifth rank is advertisement price, celebrity and respectively and last two rank holders were quality and company of toothpaste.

8.4 BRAND QUALITY

HYPOTHESIS

Ho: Perception of toothpaste brands with respect to gender is of good quality.

Ha: Perception of toothpaste brands with respect to gender is not of good quality.

Group Statistics

	GENDE R	N	Mean	Std. Deviation	Std. Error Mean
Qualit y	Male	68	3.2206	1.30264	.15797
	Female	32	2.8438	1.50503	.26605

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	T	df	Sig. (2- tailed)	Mean Difference	
Equal variances assumed	1.538	.218	1.283	98	.202	.37684	
Equal variances not assumed			1.218	53.626	.229	.37684	

At 5% level of significance, with comparison with the alpha value of 0.05 when comparing this value with the P value or significance value which is given above is .202. The significant

value is greater than the alpha value. Hence, we can conclude that the null hypothesis is accepted.

Thus, proving that **male and female have no perceived notions** that celebrities endorsing toothpaste brands are considered to be of good quality.

Also with the values of Standard Deviation of 1.30264 and 1.50503 for male and female respectively, interpretation can be draw as males have a higher impact than females.

8.5 BRAND TRUST

HYPOTHESIS

Ho: A Celebrity endorsement does not create a significance difference towards the trustworthiness of the product.

Ha : A Celebrity endorsement does create a significance difference towards the trustworthiness of the product.

ANOVA

Trustworthy

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.658	2	4.829	2.624	.078

Within Groups	178.502	97	1.840		
Total	188.160	99			

Post Hoc Test

Multiple Comparisons

Dependent Variable: Trustworthy

Tukey HSD

(I)	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10-19	20-39	-.68672	.31306	.077	-1.4319	.0584
	40>	-.20952	.43406	.880	-1.2427	.8236
20-39	10-19	.68672	.31306	.077	-.0584	1.4319
	40>	.47719	.39366	.449	-.4598	1.4142
40>	10-19	.20952	.43406	.880	-.8236	1.2427
	20-39	-.47719	.39366	.449	-1.4142	.4598

At 5% level of significance, with an alpha value of 0.05 the table value is found to be .078

.Since the table value is greater than the alpha value the null hypothesis can be accepted.

Thus,we can conclude that the **celebrity endorsement does not create a significance difference towards the trustworthiness of the product.**

Post hoc test : From post hoc test we can conclude that the age group of 10-19 and 20-39 are similar to each other as compared to age group of above 40

We can see that most of the values are greater than .05. However, there are 3 pairs of similar value. For this reason, we can conclude that the 20-39 and 10-19 group are significantly different in terms celebrity endorsers presence creating brand trustworthiness . However, the other condition comparisons are not significantly different from one another. This means that the 40> and 10-19 groups are not significantly different. It also means that the 20-39 and 40> are not significantly different.

8.6 CELEBRITY ENDORSING:

HYPOTHESIS

Ho: Favorite Celebrity endorsement does not create a significant difference on age groups.

Ha: Favorite Celebrity endorsement does create a significant difference on age groups.

At 5% level of significance, the table value is 0.199 with comparison to the alpha value of 0.05, since the table value is greater than the alpha value; we accept our null hypothesis and conclude that the toothpaste favorite celebrity endorser will not create a significant difference with respect to the age categories.

Ho1 : Favorite Celebrity endorsement does not create a significant difference on gender.

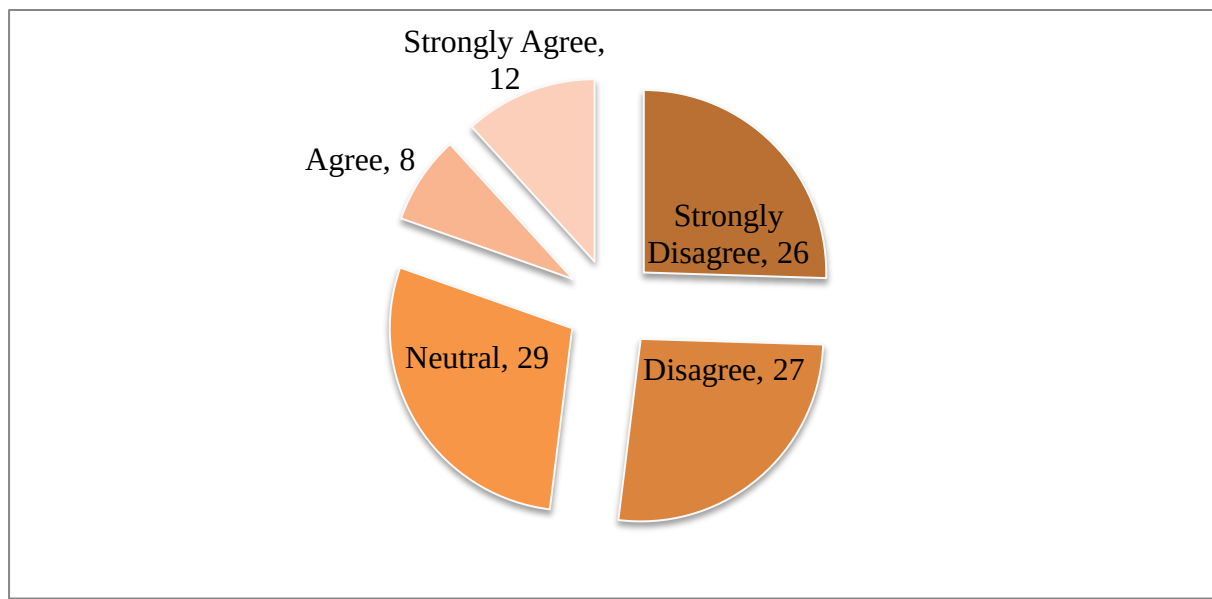
Ha1 : Favorite Celebrity endorsement does create a significant difference on gender.

At 5% level of significance, the table value is 0.253 with comparison to the alpha value of 0.05, since the table value is greater than the alpha value, we accept our null hypothesis and conclude that the toothpaste favorite celebrity endorser will not create a significant difference with respect to the gender.

Ho2: Favorite Celebrity endorsement does not create a significant difference on the combination of both, gender and age groups.

Ha2 : Favorite Celebrity endorsement does create a significant difference on the combination of both, gender and age groups.

At 5% level of significance, the table value is 0.159 with comparison to the alpha value of 0.05, since the table value is greater than the alpha value, we accept our null hypothesis and conclude that the **toothpaste favorite celebrity endorser will not create a significant difference on combination of both age group as well as gender.**



Between-Subjects Factors

		Value	N
		Label	
GENDE	1.00	male	68

R	2.00	female	32
	1.00	10-19	28
Age	2.00	20-39	57
	3.00	40>	15

Tests of Between-Subjects Effects

Dependent Variable: Favorite celebrity

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11.496 ^a	5	2.299	1.160	.335
Intercept	657.102	1	657.102	331.614	.000
GENDER	3.314	1	3.314	1.672	.199
Age	5.526	2	2.763	1.394	.253
GENDER * Age	7.430	2	3.715	1.875	.159
Error	186.264	94	1.982		
Total	1300.000	100			
Corrected Total	197.760	99			

a. R Squared = .058 (Adjusted R Squared = .008)

Post Hoc Test :

Multiple Comparisons

Dependent Variable: Favorite celebrity

Tukey HSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10-19	20-39	-.4386	.32486	.371	-1.2122	.3350
	40>	-.4667	.45041	.556	-1.5393	.6059
20-39	10-19	.4386	.32486	.371	-.3350	1.2122
	40>	-.0281	.40849	.997	-1.0009	.9447
40>	10-19	.4667	.45041	.556	-.6059	1.5393
	20-39	.0281	.40849	.997	-.9447	1.0009

Based on observed means.

The error term is Mean Square (Error) = 1.982.

From post hoc test we can conclude that the age group of 10-19 and 20-39 are similar to each other as compared to age group of above 40.

We can see that most of the values are greater than .05. However, there are 3 pairs of similar value. For this reason, we can conclude that the 20-39 and 10-19 group are significantly different in terms favorite celebrity endorsers presence creating an impact on age and gender. However, the other condition comparisons are not significantly different from one another. This means that the 40> and 10-19 groups are not significantly different. It also means that the 20-39 and 40> are not significantly different

8.7 BRAND ASSOCIATION

HYPOTHESIS

Ho: There is no significant difference in the personality of the celebrity towards brand personality

Ha: There is a significant difference in the personality of the celebrity towards brand personality

GENDER * brand personality Cross tabulation

Count

	Brand Personality					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender male	6	16	8	21	17	68
Gender female	2	6	8	5	11	32
Total	8	22	16	26	28	100

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.420 ^a	4	.247
Likelihood Ratio	5.437	4	.245
Linear-by-Linear Association	.225	1	.635
N of Valid Cases	100		

At 5% level of significance, with an alpha value of 0.05 the table value is found to be .247

.Since the table value is greater than the alpha value the null hypothesis can be accepted.

Thus we can conclude that **the personality of the celebrity endorser does not influence the brand personality.**

8.8 BRAND SWITCHING/BRAND LOYALTY

HYPOTHESIS

Null Hypothesis

Ho: There is no significant difference in creating an impact towards celebrity switching to competitors on purchase of toothpaste.

Ha: There is a significant difference in creating an impact towards celebrity switching to competitors on purchase of toothpaste.

GENDER * brand switching Cross tabulation

Count

	brand switching					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree	
GENDE male	15	13	8	16	16	68
R female	7	7	6	8	4	32
Total	22	20	14	24	20	100

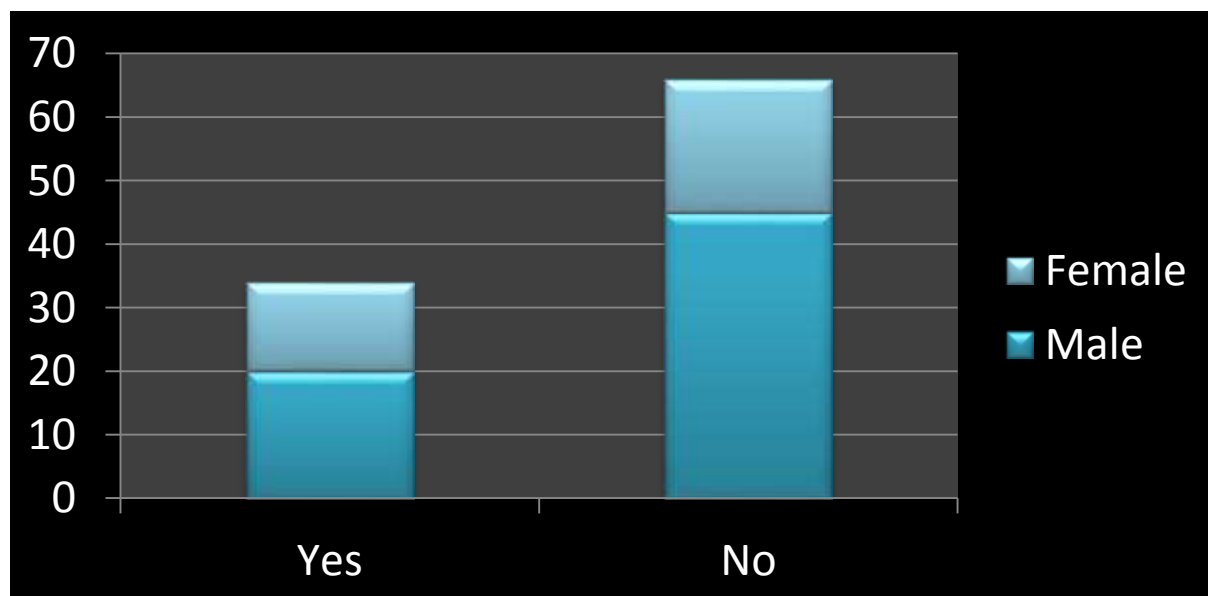
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)

Pearson Chi-Square	2.185 ^a	4	.702
Likelihood Ratio	2.264	4	.687
Linear-by-Linear Association	.537	1	.464
N of Valid Cases	100		

At 5% level of significance, comparing the alpha value of 0.05 to the table value of 0.702. Since, the table value is greater than the threshold value of 0.05. Hence; we can accept the null hypothesis and conclude that **celebrity switching to competitors creates no impact on the toothpaste purchase intention for the consumer.**

8.9 NEGATIVE IMAGE OF CELEBRITY



When asked whether the negative image of the celebrity will affect the perception towards the toothpaste 20 males and 14 females responded yes and 45 males 21 females responded no.

HYPOTHESIS

Ho: There is no significant difference in the negative image of a toothpaste celebrity endorser towards choosing a toothpaste brand with respect to age.

Alternate Hypothesis

Ha: There is a significant difference in the negative image of a toothpaste celebrity endorser towards choosing a toothpaste brand with respect to age.

At 5% level of significance, the table value is 0.611 with comparison to the alpha value of 0.05, since the table value is greater than the alpha value, we accept our null hypothesis and conclude that the negative image of the toothpaste celebrity endorser will not affect the consumers buying intention towards choosing a toothpaste brand with respect to all the age categories.

Ho1: There is no significant difference in the negative image of a toothpaste celebrity endorser towards choosing a toothpaste brand with respect to gender.

Ha1: There is a significant difference in the negative image of a toothpaste celebrity endorser towards choosing a toothpaste brand with respect to gender.

At 5% level of significance, the table value is 0.553 with comparison to the alpha value of 0.05, since the table value is greater than the alpha value, we can accept our null hypothesis and conclude that the negative image of the toothpaste celebrity endorser will not affect the

consumers buying intention towards choosing a toothpaste brand with respect to gender of the respondents.

Ho 2: There is no significant difference in the negative image of a toothpaste celebrity endorser towards choosing a toothpaste brand with respect to gender and age.

Ha 2: There is a significant difference in the negative image of a toothpaste celebrity endorser towards choosing a toothpaste brand with respect to gender and age.

At 5% level of significance, the table value is 0.603 with comparison to the alpha value of 0.05, since the table value is greater than the alpha value, we can accept our null hypothesis and conclude that **the negative image of the toothpaste celebrity endorser will not affect the consumers buying intention towards choosing a toothpaste brand with respect to age categories and gender of the respondents.**

Between-Subjects Factors

		Value Label	N
GENDE R	1.00	male	68
	2.00	female	32
Age	1.00	10-19	28
	2.00	20-39	57

3.00	40>	15
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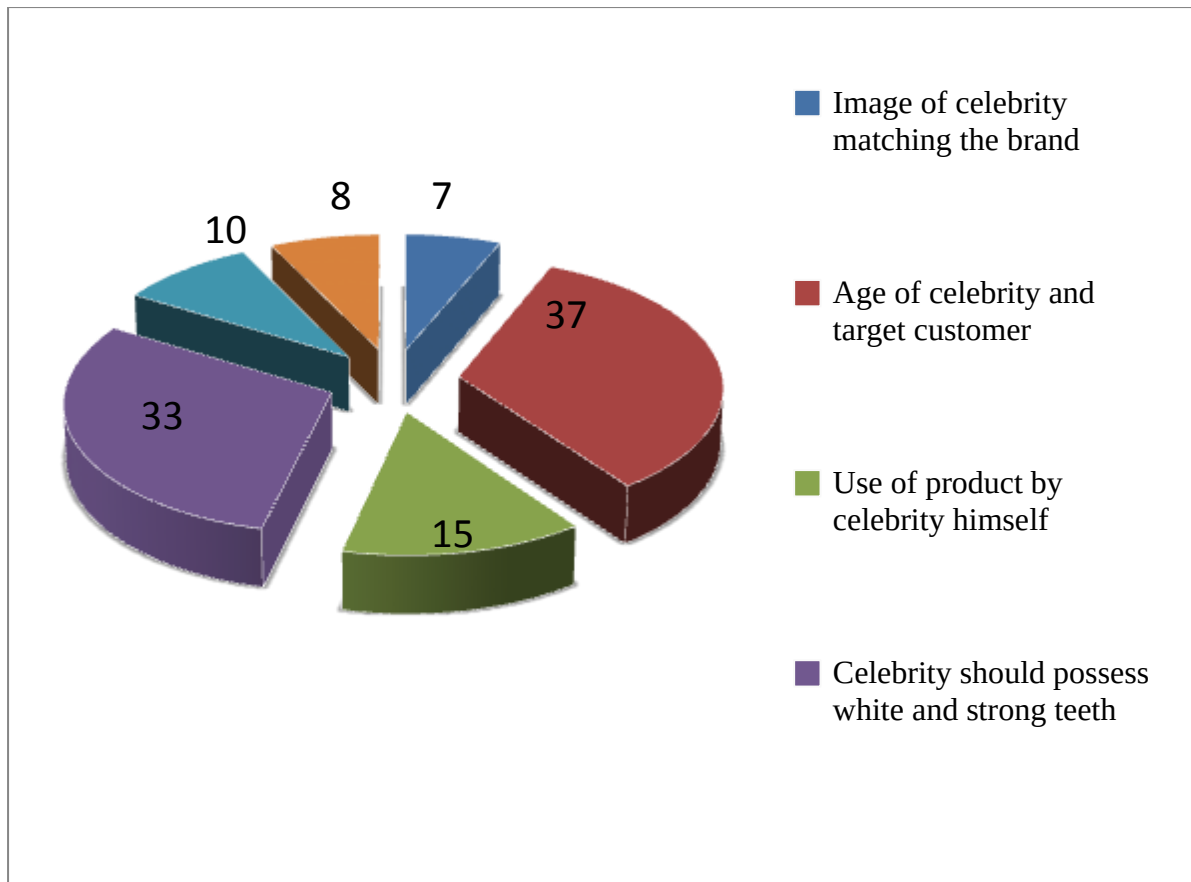
Tests of Between-Subjects Effects

Dependent Variable: Negative Image

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.783 ^a	5	.157	.680	.640
Intercept	101.479	1	101.479	440.457	.000
GENDER	.082	1	.082	.355	.553
Age	.228	2	.114	.495	.611
GENDER * Age	.278	2	.139	.603	.549
Error	21.657	94	.230		
Total	202.000	100			
Corrected Total	22.440	99			

a. R Squared = .035 (Adjusted R Squared = -.016)

8.10 SUITABLE CELEBRITY ENDORSER



When asked about elements to be achieved to select a suitable celebrity to promote the toothpaste the response received are 7 people said image of celebrity should match the brand image, 37 people were of the opinion age of the celebrity should match the target customers, 15 people said that celebrity should be the user of the product, 33 people insist that celebrity should himself possess strong and white teeth, and 8 responded for others.

9 RECOMMENDATIONS:

8.4 BRAND QUALITY - Toothpaste brand and companies should consider on product quality other than spending money on projecting a face for the product through celebrity

endorsements. Companies should serve the customers with a FDA approved proved toothpaste brand and must strive to get one. The company should also focus on the ingredients and must avoid any problematic, banned or contaminated ingredients and must market the product in this angle other than a celebrity product.

8.5 BRAND TRUST- Celebrity presence in a toothpaste advertisement does not add to the brand trust at all. The whole idea of bringing a public image to promote a product is revolutionized by the above findings. Consumers in today's world have found on different means on educating themselves about the consumer durables other than handsome hunks and beautiful ladies fake testimonials. Thus, companies must proceed with different marketing strategies right from maintaining product quality to after sales service to gain brand trust in this competitive segment.

8.6 CELEBRITY ENDORSEMENT –Favorite celebrity holding a huge fan base can only hold value in the 1st day 1st show openings of their movies. Through endorsement, these celebrities cannot impact a potential customer's decision on the toothpaste product. Funds passed to hire celebs for endorsement must be allocated to R& D for promoting and encouraging product innovation and improvisation.

8.7 BRAND ASSOCIATION - Companies catering to the toothpaste market must not link or promote the toothpaste based only on the celebrity personality. Companies must work on creating consumer based brand equity which must stand for its features and value. The owners must build brand personality other than depending on the respective celebrities block busters and link up stories. Various innovative and strategies must be implemented through the management to promote brand personality other than depending on external factors.

8.8 CELEBRITY SWITCHING/BRAND LOYALTY -With the statistical interpretation and inference, it was found that celebrities switching to competitors had created no impact on the

purchase intention for the consumer. Thus, the presence of celebrity in a toothpaste endorsement doesn't strengthen brand loyalty which is linked to brand equity. With almost 10-15 toothpaste brands dominating the Indian market, companies must position their respective brands/products to encash maximum brand equity.

8.9 NEGATIVE IMAGE - Companies must not consider the negative image of the celebrity. Companies must not change the face of the toothpaste product/brand based on the image of the celebrity and must opt on possessing a strong candidate to endorse the product for a long run.

8.10 SUITABLE CELEB ENDORSER – The whole moto behind this question was to analyze the effect of expertise knowledge that the celebrity holds towards the toothpaste product that she/he possesses, impacts the buyer or not. With the graphical representation above, almost 33% of them choose, the celebrity must themselves possess white and sparkling teeth to promote a toothpaste brand. Compared to the number of options given of 6, a 1/3th of the respondents considering the factor is on the positive side. Thus, our recommendations will be companies must hunt for a celeb that holds background information of the desired product and must relate to it on and off the screen.

10. CONCLUSION

Celebrity brand endorsement doesn't influence or create an impact on the consumer based brand equity. Companies must not stress on celebrity to enhance the brand equality.

Management must work on building and gaining brand trust. Toothpaste brands must make wise decision in choosing a celebrity for projecting their products. They must not switch celebrities on the temporary image that he/she possesses and must focus for the long run. Companies must also work on progressing their product quality brand trust worthiness, brand loyalty through other means other than celebrity endorsement.

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